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Piedmont Plants

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U. S. Department of Agriculture

1949

**Piedmont
Plant Co.**

A GREENVILLE, S. C. A

GUARANTEED TO SATISFY



Piedmont Plants

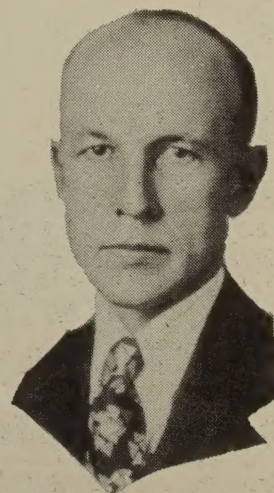
Thousands of people last year put fresh-from-the-garden vegetables on their table at a cost which helped offset the high price of other foods. You, too, can plan a garden which will repay you in nutritional value and pleasurable eating as well as dollars and cents.

Around this page you see a number of actual photographs of bunches of Piedmont Plants which have been shipped to our customers. These plants can only be produced by specialized knowledge such as we have developed through years of experiment.

Our improved methods of planting, cultivation, irrigation, insect and disease control enable us to offer you highest quality plants at lowest possible price. We invited you this spring to team up with Nature and Piedmont for low-cost garden success.

Yours very truly,
PIEDMONT PLANT CO.

E. P. De Vernet
E. P. De Vernet



*Field of Frost-Proof
Cabbage Plants*



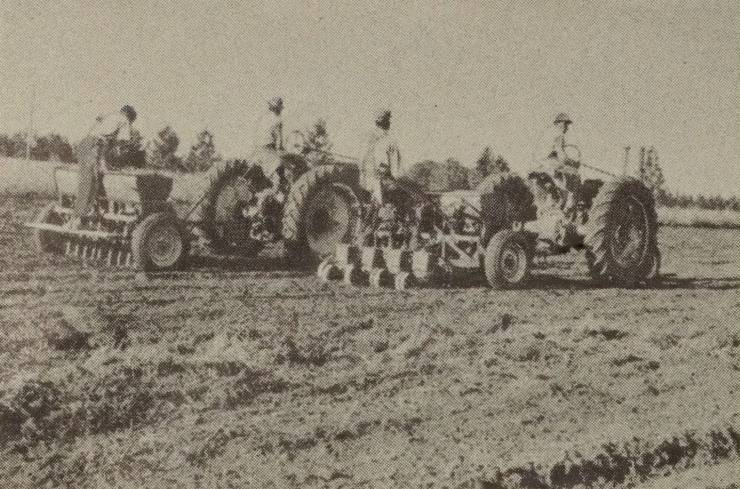
Quality in Plants

PIEDMONT FIELD-GROWN PLANTS. The market gardener who grows vegetables for early market knows how important it is to get crops on the market early, if large profits are to be realized. The home gardener also wants early vegetables. To get an early start it is necessary to grow seedlings in hot beds, transplanting them to cold frames to harden. The best and cheapest solution to the problem is to set Piedmont Field Grown Plants.

SUITABLE CLIMATE NECESSARY. In the middle south the climate is adapted to growing plants in the open, which are hardy enough to set in the open farther north. Our farms are located where there is enough cold weather to grow plants hardy enough to set in the open fields.

SELECTED PLANTS. Piedmont Plants are grown from high grade seed, and will be found true to type and variety. Our plants are hand selected, and are large enough to set in the field. No small, inferior, trashy plants shipped. We ship you the kind you order, properly labeled, and full count guaranteed.

SATISFACTORY DELIVERY. Some people hesitate to order plants from a distance, because they are afraid that tender plants cannot be delivered in good condition. We have shipped our plants successfully for many years all over the United States. We have satisfied customers in every state. We guarantee to deliver the plants you order in perfect condition. If you are not satisfied on delivery, we will replace your order.



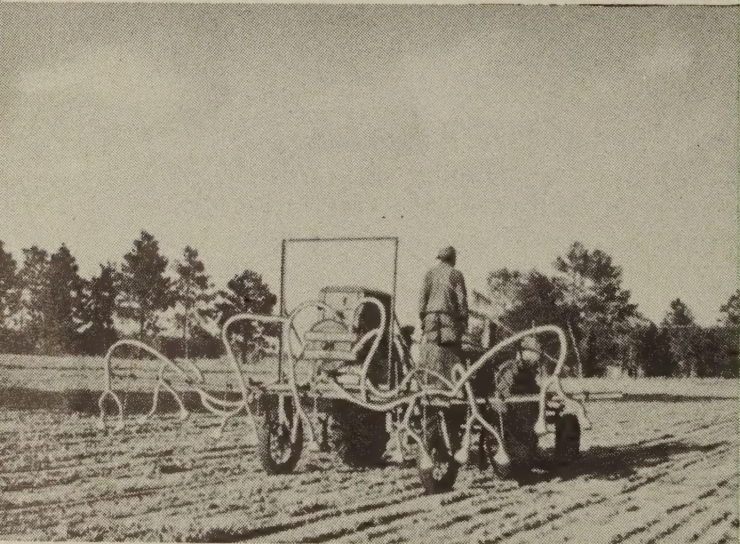
Seed and Planting

We use the best seed available, certified where possible, and grown for us by the leading seedsmen. This seed is planted on disease free land by methods developed through years of experience. Illustration shows modern, high speed tractor drills fertilizing and planting eight rows of cabbage seed at a time.



Cultivation

Our plants are given every care and attention during growth so as to insure large, healthy, deep rooted plants. Illustration shows tractor cultivator cultivating and fertilizing eight rows of cabbage plants in one operation.



Insects and Disease

In order to ship clean plants, free from insects and disease, we use the latest and most improved dusting and spraying equipment. Illustration shows a high power duster dusting twenty-four rows of cabbage plants to a through.



Irrigation

As an insurance against drought we are prepared to irrigate our plant fields. Illustration shows portable irrigation on seed beds just planted.

Frost-Proof Cabbage Plants

Golden Acre



FIELD OF YOUNG CABBAGE

THE Frostproof Cabbage Plant has become so well known that it is hardly necessary to point out its advantages.

On our farms the soil and climate are especially adapted to the growing of hardy, tough, healthy cabbage plants. The plants make a slow growth during the early part of the winter and spring, and soon become very tough and hardy. They will stand a temperature of 20 degrees above zero without injury and can be shipped to territory with a colder climate. Light snows, sleet, and moderate freezes will not hurt them, and they can be set in the open four to six weeks earlier than hotbed plants. The top of the plant does not grow, but the root becomes established, enabling the plant to make a rapid start, and mature headed cabbage two or three weeks earlier.

Piedmont Field-grown Frostproof Cabbage Plants will produce bumper crops early enough to get top prices.



Charleston Wakefield

VARIETIES

CHARLESTON WAKEFIELD — 71 days from plants. Heads pointed and heart shaped, weighing 4 to 5 pounds. This is a selection of the Early Jersey Wakefield, a week later, but with larger heads. Popular for the home garden, and very cold resistant. Plants ready January to June.

GOLDEN ACRE—65 days from plants. Earliest round headed cabbage, averaging 3 pounds to the head. An extra early Copenhagen Market with a smaller head. Heads are round and solid. A favorite with market gardeners for early market. Plants ready January to June.

COPENHAGEN MARKET — 70 days from plants. The leading market variety. Heads large, round and solid with few outer leaves, weighing 3 to 3½ pounds. Our strain of this variety is extra early, and very uniform. Plants ready January to June.

EARLY ROUND DUTCH — 75 days from plants. An excellent second early variety for home and market garden. Heads ball shaped, very firm, weighing 4 to 5 lbs. Cold resistant and seldom goes to seed. Plants ready January to June.

DANISH BALLHEAD or HOLLANDER—100 days from plants. Most widely used and the best of the late varieties; desirable for shipping, storage, and kraut. Heads deep round, very hard, and decidedly compact, weighing 6 to 7 pounds. Plants ready January to June.

MARION MARKET—75 days from plants. A yellows or wilt resistant type of Copenhagen Market. Same shape as Copenhagen, but will make a heavy crop on land infested with yellows disease where other varieties fail. Somewhat coarser than Copenhagen. Plants ready Jan. to June.

PRICES ON CABBAGE PLANTS

Cabbage tied 50 to bundle. Shipping weight 18 lbs. to 1000 plants.

BY PARCEL POST Postage Prepaid

100 Plants for	-----	\$.60
200 Plants for	-----	1.00
500 Plants for	-----	1.75
1000 Plants for	-----	2.90

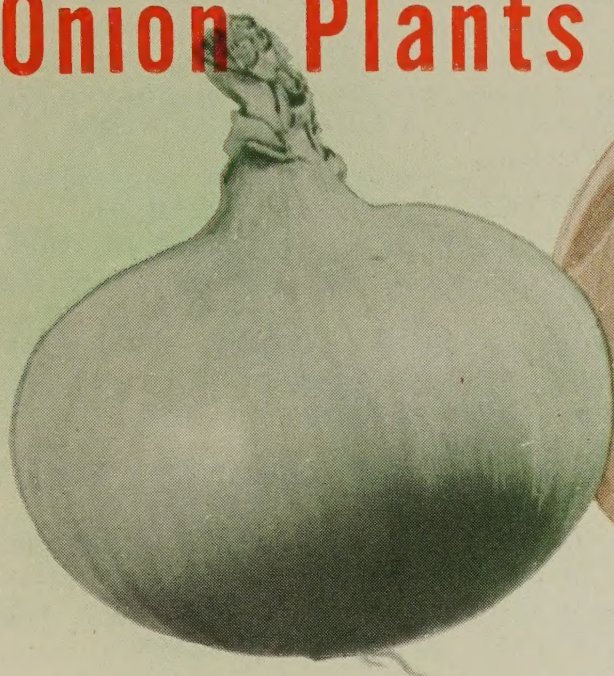
BY EXPRESS

Transportation Charges Collect

1,000 to 4,000 Plants	— \$2.00 per 1000
5,000 to 9,000 Plants	— \$1.75 per 1000
10,000 Plants and over	— \$1.50 per 1000

Write for prices on lots of 100,000 and over.

Frost-Proof Onion Plants



Crystal Wax Bermuda



Yellow Sweet Spanish

SOUTHERN grown onion plants are no longer an experiment. Large quantities are set out every year, and they are rapidly displacing sets. They will grow large, sweet onions early, and are good keepers. They produce onions two to three times larger than sets, and seldom run to seed. They can be set early, the same time you would put out sets or cabbage plants. Therefore we strongly advise you to use our plants instead of sets, whether for the market or home use. Piedmont Onion Plants are grown from the very best seed, and will be found true to name. Ready January 1st to July.

VARIETIES

YELLOW BERMUDA. The most popular and widely planted of the Bermuda varieties. It is sometimes called the White Bermuda although it is a light yellow or straw color. This is a thin flat shaped onion, and very sweet; many people eat them like an apple.

CRYSTAL WAX BERMUDA. One of most attractive onions grown. It is clear,

waxy white onion, and has the same delightful mild flavor as the Yellow Bermuda. It is the same shape as the Yellow Bermuda.

VALENCIA or SWEET SPANISH. A globe shaped onion, light yellow in color, and grows as large as the Prizetaker. It is mild in flavor, a good yielder and a splendid keeper.

PRICES ON ONION PLANTS

Onion plants tied 100 to bundle. Shipping weight 7 lbs. to 1000 plants.

BY PARCEL POST Postage Prepaid

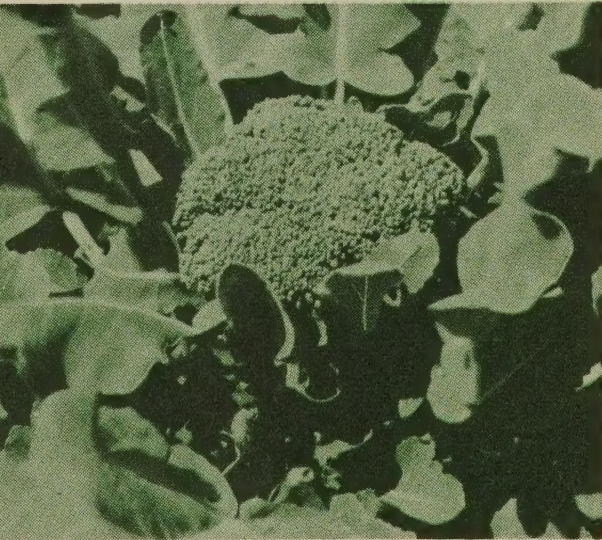
100 Plants for	\$.50
200 Plants for	.75
500 Plants for	1.35
1000 Plants for	2.40

BY EXPRESS

Transportation Charges Collect

1,000 to 4,000 Plants	\$2.00 per 1000
5,000 to 9,000 Plants	1.75 per 1000
10,000 Plants and over	1.50 per 1000

Write for prices on lots of 100,000 and over.



Lettuce Plants

While not quite so hardy as cabbage and onion plants, our Lettuce plants will stand considerable frost and cold weather. Good head lettuce can be grown in the home garden. Set out some of our plants this year instead of buying your lettuce. Set out at about the same time as cabbage. Plants ready January 1st to June. Shipping weight 18 lbs. per 1000 plants.

VARIETIES: Iceberg, Imperial 44.

PRICES: By Mail Postpaid—25 for 50c; 50 for 75c; 100 for \$1.00; 500 for \$3.00; 1,000 for \$4.50.

By Express Collect — 1,000 to 4,000 at \$4.00 per 1,000; 5,000 to 9,000 at \$3.75 per 1,000; 10,000 and over at \$3.50 per 1,000.

Broccoli Plants

Ready January to June. — Calabrese Improved, Green Sprouting. A delicious vegetable, steadily gaining in favor. Similar to cauliflower, but hardier. Shipping weight 18 lbs. per 1000 plants.

PRICES: By Mail Postpaid—25 for 50c; 50 for 75c; 100 for \$1.00; 500 for \$3.00; 1000 for \$4.50.

By Express Collect — 1,000 to 4,000 at \$4.00 per 1000; 5,000 to 9,000 at \$3.75 per 1,000; 10,000 and over at \$3.50 per 1,000.

Cauliflower Plants

Ready January to June. Our cauliflower plants are hardy and may be set earlier than home grown plants. Variety: Early Snowball, best and most widely used variety.

PRICES: By Mail Postpaid—25 for 75c; 50 for \$1.00; 100 for \$1.50; 500 for \$7.00; 1,000 for \$12.00.

By Express Collect—1,000 to 4,000 at \$11.00 per 1,000; 5,000 to 9,000 at \$10.50 per 1,000; 10,000 and over at \$10.00 per 1,000.

Collard Plants

Similar to Cabbage Plants, but do not make heads. Make large, succulent green leaves of excellent flavor for use as "boiling" greens. Very hardy and easy to grow.

VARIETY: Georgia Collard. Ready Jan. to July. Shipping weight 18 pounds per 1,000 plants.

PRICES: By Mail Postpaid—100 for 60c; 200 for \$1.00; 500 for \$1.75; 1,000 for \$2.90.

By Express Collect: 1,000 to 4,000 at \$2.00 per 1,000; 5,000 to 9,000 at \$1.75 per 1,000; 10,000 and over at \$1.50 per 1,000.

PIEDMONT PLANT COMPANY, Greenville, S. C.

Give Date You Want Shipment Made_____

[illegible]

Planting and Cultural Directions

CARE OF PLANTS ON ARRIVAL — As soon as your plants come, take them out of the crates and set them out. If not ready to set, trench them out in soft mud, cutting the strings and spreading the plants. Keep the roots moist and the tops dry.

PLANT SETTING CHART

Kind of Plant	Hardiness to Cold	Width of Row	Distance in Row	No. Plants to Set 100 Ft.	No. Plants for 1 Acre
Cabbage Cauliflower Broccoli	Frost Proof	3 ft.	15 in.	80	11,000
Onion	Frost Proof	2 ft.	6 in.	200	45,000
Beet	Frost Proof	3 ft.	6 in.	200	30,000
Lettuce	Frost Proof	2 ft.	12 in.	100	20,000
Tomato	Frost Kill	4 ft.	36 in.	50	3,500
Pepper	Frost Kill	3 ft.	24 in.	50	7,500
Eggplant	Frost Kill	3 ft.	24 in.	50	7,500
Sweet Potato	Frost Kill	3 ft.	15 in.	80	11,000

Correct Depth for Setting Cabbage, Onion, and Tomato Plants



SPRAYING DIRECTIONS

For leaf eating insects, such as tomato bugs, cabbage worms, spray with calsium arsenic or arsenate of lead, mixed at the rate of 2 lbs. to 50 gal. of water.

For sucking insects, such as cabbage aphis, onion thrip, spray with Blackleaf 40 mixed according to directions on container.

For fungous and bacterial diseases, such as tomato blight, bacterial leaf spot, spray every 10 days with bordeaux mixture, or Tri-basic Copper Sulphate 2 lbs. to 50 gal. water.

PIEDMONT PLANT COMPANY, Greenville, S. C.

Give Date You Want Shipment Made_____

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Bonny Best

Field-Grown **Tomato Plants**

DURING the past five years there has been a tremendous increase in the use of Southern field-grown tomato plants. They have proven to be the most satisfactory and economical solution of the tomato plant problem in the north both for large canning factories and home gardeners.

Piedmont Field-Grown Tomato Plants are grown in the open field where they are acclimated to outdoor temperature which enables them to be set in the open field. They are not frostproof as it is impossible to grow frostproof tomato plants. However, they are not like the tender seedlings you get from a greenhouse, but are large, stalky plants, hardy enough to make a quicker start than greenhouse plants.

Our field-grown tomato plants are grown from the best certified seed, which is disinfected before planting on disease free land. They are thoroughly sprayed by high pressure sprayers from the time they come up. This insures you true to name, disease free plants.

Our plants are carefully selected in the field as they are pulled one at a time. Each plant has a well developed root system. Many people think tomato plants are too tender a plant to ship long distances successfully. However, the way we wrap them with damp moss and paper, and pack them in special hampers, we can deliver them in good condition anywhere east of the Rockies.



Pritchard

Varieties

Days to Harvest	Shape of Fruit
70	
73	
77	
80	
82	

BONNY BEST. A fine variety for early market and home garden. Vines are vigorous and fruit bright scarlet in color, and uniform in ripening.

PRITCHARD or SCARLET TOPPER. A wilt resistant variety similar to the Marglobe but earlier. It is disease resistant and very productive. The fruit is scarlet, large, smooth and globular in shape.

MARGLOBE. Wilt resistant tomato developed by U. S. Department of Agriculture. Fruit medium size, smooth and solid; globe shape, scarlet color, good shipper. Has become very popular for main crop.

RUTGERS. A new wilt resistant variety rapidly coming into favor in the eastern canning sections. Similar to the Marglobe in many characteristics, it produces slightly larger fruit and more foliage. Scarlet in color, it ripens from the inside out.

GREATER BALTIMORE. A mid-season variety, very popular for main crop and canning. Probably more of this variety used by large canners than any other variety. Very dependable, producing extra heavy crop of large firm tomatoes.

Start your tomato crop right with **PIEDMONT FIELD-GROWN PLANTS.** Ready April, May and June.

PRICES ON FIELD-GROWN TOMATO PLANTS

Tomato plants wrapped 50 to bundle. Shipping weight 25 lbs. to 1000 plants.

BY PARCEL POST Postage Prepaid

25 Plants for	-----	\$.50
50 Plants for	-----	.75
100 Plants for	-----	1.00
500 Plants for	-----	3.00
1000 Plants for	-----	4.50



Marglobe

BY EXPRESS

Transportation Charges Collect

1,000 to 4,000 Plants	-----	\$3.50 per 1000
5,000 to 9,000 Plants	-----	3.25 per 1000
10,000 Plants and over	-----	3.00 per 1000

Write for prices on lots of 100,000 and over.



Rutgers

**Each Bunch of 50 Plants Carefully Wrapped in Damp Moss and Paper.
We Guarantee Satisfactory Delivery.**

Piedmont Pepper Plants

Our Pepper Plants, like tomato plants, are suitable for setting in the open field after danger of frost is over. Our plants are field-grown, and therefore more hardy than hotbed plants. Set these plants instead of trying to grow pepper from seed, and you will be surer of an early crop. Ready April, May and June.



California Wonder

CALIFORNIA WONDER. 75 days from plants. The outstanding sweet variety for market gardeners and shipping. Fruits four lobed and chunky, large size; flesh thicker than any other variety, sweet and mild.

Pepper plants wrapped 50 to bundle. Shipping weight 15 lbs. to 1000 plants.

PRICES BY MAIL, POSTPAID

25 Plants for	-----	\$.50
50 Plants for	-----	.85
100 Plants for	-----	1.25
500 Plants for	-----	3.50
1000 Plants for	-----	4.95

PRICES BY EXPRESS, COLLECT

	Per 1000
1,000 to 4,000 Plants	----- \$4.50
5,000 to 9,000 Plants	----- 4.25
10,000 Plants and over	----- 4.00

Piedmont Eggplant Plants

Like the tomato and pepper plants, our Eggplant Plants are field-grown, and have the same advantages over trying to grow eggplant from seed. We can supply you with large, healthy plants with well developed root systems. Ready April, May and June.

BLACK BEAUTY. 80 days from plants. The best all around variety for home gardeners and truckers. Fruit large egg shaped, dark purple in color, and hold up well after picking.



Black Beauty

Eggplant plants wrapped 50 to bundle.
Shipping weight 15 lbs. to 1000 plants.

PRICES BY MAIL, POSTPAID

25 Plants for	-----	\$.50
50 Plants for	-----	.85
100 Plants for	-----	1.25
500 Plants for	-----	3.50
1000 Plants for	-----	4.95

PRICES BY EXPRESS, COLLECT

	Per 1000
1,000 to 4,000 Plants	----- \$4.50
5,000 to 9,000 Plants	----- 4.25
10,000 Plants and over	----- 4.00

Sweet Potato PLANTS

Our Potato Plants are grown from selected seed stock grown on our own farms. They are treated for all kinds of disease, and are government inspected. Our customers are therefore protected from the many kinds of potato plant diseases which are becoming so prevalent throughout the South.



Porto Rico

VINE PORTO RICO—This is a southern Yam potato with rich, deep yellow meat, sweet and juicy. It is the most popular of the yam potatoes, and is an enormous

yielder. It can be grown successfully in many sections of the North, and we recommend it to those who have never tried the southern yam. Ready April, May and June.

Potato plants wrapped 50 to bundle.
Shipping weight 16 lbs. to 1000 plants.

PRICES ON VINE PORTO RICO

BY PARCEL POST Postage Prepaid

50 Plants for	\$.75
100 Plants for	1.00
500 Plants for	3.00
1000 Plants for	4.50

BY EXPRESS

Transportation Charges Collect

1,000 to 4,000 Plants	\$4.00 per 1000
5,000 to 9,000 Plants	3.75 per 1000
10,000 Plants and over	3.50 per 1000

BUNCH PORTO RICO— A new strain of the Porto Rico recently developed. Grows upright with very large leaves and little vine growth. Produces a heavier yield than any other strain of the Porto Rico. A yam sweet potato similar in size and shape to the Vine Porto Rico, but superior in quality. We offer this year a limited supply of plants of this new variety. Ready April, May, and June.

PRICES ON BUNCH PORTO RICO

BY PARCEL POST Postage Prepaid

50 Plants for	\$1.50
100 Plants for	2.00
500 Plants for	6.00
1000 Plants for	9.00

BY EXPRESS

Transportation Charges Collect

1,000 to 4,000 Plants	\$8.00 per 1000
5,000 to 9,000 Plants	7.50 per 1000
10,000 Plants and over	7.00 per 1000



Air Shipment of Plants

With the inauguration of Air Parcel Post this year it is now possible to deliver plants to you by Air Mail, Air Express and Air Freight. While rates are high it is the ideal way to ship plants, as it gives overnight service to most points in the east and middle west. Planes fly at an altitude that keeps the plants cool and fresh.

Air Parcel Post

We give below a scale of Air Mail postage required on 50, 100, 500 and 1,000 plants to be added to the prepaid parcel post prices listed in this catalog for prepaid Air Mail delivery.

STATE	CABBAGE, ONION, LETTUCE, BROCCOLI, CAULIFLOWER, COLLARD				TOMATO, POTATO, EGGPLANT, PEPPER			
	50	100	500	1000	50	100	500	1000
Ga. - Fla. - Ala. - S. C.	\$.40	\$.52	\$.82	\$1.18	\$.52	\$.57	\$1.02	\$1.44
Ark. - La. - Miss. - Tenn. - Ky. - N. C. - Va. - W. Va.	.45	.60	1.17	1.85	.60	.70	1.56	2.34
Ind. - Ill. - Ohio - Penn. - Iowa - Kan. - Md. - Mass. - Wis. - N. J. - Mich. - Nebr. - N. Y. - Okla. - Tex. - Vt. - Conn. - Del. - R. I. - D. C.	.50	.73	1.81	3.09	.73	.91	2.54	4.02
Me. - N. H. - S. Dak. - N. Dak. - Minn.	.65	.84	2.37	4.17	.84	1.10	3.40	5.46
Ariz. - Utah - Mont. - Col.	.75	.93	3.16	5.56	.93	1.29	4.49	7.35

Example: The parcel post prepaid price of 200 cabbage, 200 onion, 100 lettuce is \$2.75. The additional postage for Air Mail can be found in the column for 500 plants opposite your state. If you want the above order in two shipments at different dates the 100 rate applies.

Air Express

Air Express is somewhat cheaper on larger shipments, but we have rates to only the larger airports. Sample rates per pound are as follows: Chicago 15c; Philadelphia 17c; New York 19c. Boston 23c. All air express shipments are made transportation charges collect.

Air Freight

On large shipments we can get you special rates for delivery by large freight transport planes. Rates to points in the east and middle west range from \$5.00 to \$10.00 per 100 lbs. Rates to your nearest airport quoted on request.

TESTIMONIAL LETTERS

Your first shipment of cabbage and onion plants came today. I consider them the finest plants I ever received from any southern plant company, and I am certainly very much pleased. I am now looking forward to your next shipment to me of the peppers, tomatoes, and sweet potatoes.

Victor V. Vinson,
Indianapolis 44, Ind.

I just want to tell you what wonderful luck I had from your plants. I have sold bushel after bushel of tomatoes from 200 plants and I also have a cabbage on display that just weighs 25 lbs. Don't forget me with a catalog next season.

Dolphis Chauvin,
Pascoag, R. I.

We have only a small plot in which to plant a backyard garden, hence the small order. We are glad to pass a part of our plants to neighbors as we hear so many compliments as a result of last years planting—"Best we ever had." So say all of them and we agree.

Frank H. Ramsay,
Mountain Grove, Mo.

I appreciate the good plants and prompt service I have received in the past. I have had excellent returns from my plants. They reach me in excellent condition and have never failed to grow and produce a good crop here in Montana. "Thank you."

Mrs. A. L. Hammond,
Hardin, Mont.



Our Guarantee

We guarantee our plants to be exactly as described in this catalog, grown from the best seed obtainable, true to name, hand selected, varieties labeled and carefully packed.

We guarantee to ship your order promptly, and deliver the plants to you in perfect condition. If you are not satisfied on receipt of order, we will replace free of charge or refund your money, provided you notify us within 10 days after receipt.

We send you only the highest quality plants, and gladly stand back of them. However, weather, soil, and care also influence crops, so in no case shall we be responsible for any amount beyond the purchase price.

Piedmont Plant Co.
ALBANY, GA.